

It's a deal for Mallow's 'Fiver Friday'

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IN these days of recession everyone is looking for bargains that will help their finances stretch that little bit further.

With this in mind traders in Mallow have lent their support to an initiative by Mallow Chamber aimed at giving a welcome boost to the local economy.

Many people may remember the call by RTE's Liveline programme for shoppers to spend at least an extra €5 in the local economy. Drawing on the success of that initiative, the Chamber has come up

with 'Fiver Friday', which will run in the town each Friday for the month of August.

A host of local retailers and service providers have lent their support and will be offering recession busting deals to customers for the duration of the month.

From seasonal rhubarb bellini cocktails at Longeville House to cloud computing at the Spiralli Centre to cut price movie rentals at Entertainment City, there will be offers galore available to suit all ages and tastes.

All for only a fiver. Chamber president Pat O'Sullivan said that the

Liveline campaign proved to be hugely successful initiative.

"It was a great boost for Mallow traders and retailers to hear Joe Duffy read out their list of offers in advance of the initial national fiver Friday last July," said Mr O'Sullivan.

"We were approached by more companies who wanted to get in on the action and ran the campaign for more than just one Friday a month. The benefit of this promotion is twofold in that it will entice new customers to the town in addition to reminding people of the range and scope that Mallow has to offer," he said.



At the launch of Mallow's Fiver Friday shopping initiative were, front from left: Helen Walsh of Springfort Hall, Niamh Ni Cearbhúil of Spiralli Training Centre, Deputy President of Mallow Chamber Mary Kelly, Michelle O'Sullivan of Mallow Chamber. Back: Mick Withers of Lucey's Butchers, John Lowe, of Luceys and Irene Pakulitinis of Lucey's. Photo by Maurice Whelan

Fiver Friday Fever in Mallow this August

Following on from the national call by RTE's Liveline programme to spend at least an extra €5 in the local economy, Mallow Chamber members have taken the idea to heart and will run Fiver Friday promotions each Friday for the month of August. From seasonal Rhubarb Bellini cocktails at Longueville House, lunchtime lectures in cloud computing at Spiralli Business Centre or you can rent 5 movies for 7 days for only €5 or get 2 new releases for 2 days for

€5 at Entertainment City, there's something for everyone-and for only a Fiver every Friday next month. Chamber President Pat O'Sullivan says "It was a great boost for Mallow traders and retailers to hear Joe Duffy read out our list of offers on air in advance of the initial Fiver Friday in July. We were approached by more companies who wanted to get in on the action and run the campaign for more than just one Friday a month. This promotion

gives businesses in Mallow a chance to entice new customers or remind others what they have to offer". Some of the great bargains available in Mallow for Fiver Fridays in August, include lunch of the day for €5 every Friday at the Arches Bar and Restaurant, or if you fancy eating on the go, Apache Pizza are offering any 9" pizza and a drink for Fiver Friday, Flair's Hair Salon are reducing €10 vouchers to just €5 on Fiver Fridays, AD Fitness are offering €5 workouts for men and women, Lucey's Good Food Butchers have bumper value offers, 5 pork chops/5 chicken fillets/ 6 steak burgers all for €5 on Fiver Fridays. Come to Mallow on any Friday during August and get Friday Fiver Fever!

Thank Chamber for Fiver Fridays

MEMBERS of Mallow Chamber will run a special promotion each Friday for the month of August.

Following on from Mallow Chamber's call on RTE's *Liveline* programme to spend at least an extra €5 in the local economy, more Chamber members have taken the idea on for the four Fridays in August.

Chamber President Pat O'Sullivan said: "It was a great boost for Mallow traders and retailers to hear Joe Duffy read out our list of offers on air.

"We were approached by more companies who wanted to get in on the action and run the campaign for more than just one Friday a month.

"This promotion gives businesses in Mallow a chance to entice new customers."

Some examples of companies coming on board for the fiver scheme include; Seasonal rhubarb Bellini cocktails at Longueville House; lunchtime lectures in cloud-computing at Spiralli Business Centre; five movies for seven days will cost €5 at Entertainment City, or you can get two new releases for two days for €5.

Fiver Friday will see some of the great bargains available in Mallow for each Friday in August, include lunch of the day for €5 every Friday at The Arches Bar and Restaurant.

Apache Pizza is offering any nine-inch pizza and a drink for Fiver Friday, Flair's Hair Salon are reducing €10 vouchers to just €5 on Fiver Fridays, AD Fitness are offering €5 workouts for men and women, Lucey's Good Food Butchers have offers including five pork chops, chicken fillets, and

steak burgers all for €5 on Fiver Fridays.

Mallow Chamber has gained a reputation as one of the most progressive in Ireland with innovative ideas and promotions a regular occurrence to help boost business in the town.

It was instrumental in organising the Racing Home for Easter Festival, which brought more than €500,000 into the local economy at the Easter bank holiday weekend for the past two years.

Last Christmas, a business loyalty-card scheme saw customers of Chamber members entered into draws for vouchers of up to €500 every time they spent money in Chamber-affiliated shops.

In the past two years, it has run an annual dinner dance in which business members are honoured for commitment to Mallow.